CONTRACT

Contract Agreement Between: KVVU TV 25-TV 5 Drive /U-TV Henderson, NV 89014 (702)435-5555 Henderson - Las Vegas

And:

Strategic Media Services 3299 K Street NW, Suite 200 Washington, DC 20007 USA

08/20/12

End Date

08/26/12

Start Date

Week: 08/20/12

Cops

Weekdays

Spots/Week

1

	Contract / Revision		Alt Order #			
			i			
	482953	1		06213595	:	
Product						
D HELLER FOR SENATE						
Contract Dates	Estimate #					
08/15/12 - 08/21/12						
Advertiser			Ori	iginal Date	/ Revision	
Dean Heller For Senate			0	6/26/12	/ 08/08/12	
	Billing Cycle	Billing	Cal	endar	Cash/Trade	
	EOM/EOC	Broadcast			Cash	
	<u>Station</u>	Teresa Difuria			Sales Office	
	KVVU				TELEREP-PHIL	
	Special Handi					
	<u>Demographic</u>				**************************************	
	Adults 35+					
•						
	<u>IDB#</u>	Adverti	ser	Code	Product Code	
	Agency Ref			Advertiser	Ref	

Spots/

Length Week Amount *Line Ch Start Date End Date Description Start/End Time Days Rate Type Spots \$1,155.00 KVVU 08/15/12 08/17/12 Fox 5 News AM M-F 6a-7a M-F 6a-7a •30 MM Spots/Week End Date Weekdays Rate Start Date \$385.00 Week: 08/13/12 08/19/12 --WTF--3 Fox 5 News AM M-F 6a-7a :30 NM 2 \$770.00 KVVU 08/20/12 08/21/12 M-F 6a-7a **End Date** Spots/Week Start Date **Weekdays** Rate Week: 08/20/12 \$385.00 08/26/12 2 Fox 5 News AM M-F 7a-9a M-F 7a-9a :30 NM \$1,460.00 KVVU 08/15/12 08/17/12 Start Date **End Date** Weekdays Spots/Week Rate \$365.00 Week: 08/13/12 08/19/12 4 --W-F--Fox 5 News AM M-F 7a-9a :30 \$365.00 4 KVVU 08/16/12 08/16/12 M-F 7a-9a NM Start Date End Date Weekdays Spots/Week Rate \$365.00 Week: 08/13/12 ---1---08/19/12 1 Fox 5 News AM M-F 7a-9a M-F 7a-9a :30 NM 2 \$730.00 KVVU 08/20/12 08/20/12 **End Date** Spots/Week Rate Start Date <u>Weekdays</u> \$365.00 Week: 08/20/12 08/26/12 2 :30 KVVU 08/21/12 Fox 5 News AM M-F 7a-9a M-F 7a-9a NM \$365.00 08/21/12 Rate Spots/Week Start Date End Date Weekdays Week: 08/20/12 08/26/12 -1----\$365.00 3 \$300.00 KVVU 08/15/12 08/17/12 2-3p :30 NM Cops Spots/Week Rate Start Date End Date <u>Weekdays</u> Week: 08/13/12 08/19/12 -WTF--\$100.00 Date Range Start/End Time **Type** Spot Ch Description <u>Weekdays</u> Length <u>Rate</u> 2 KVVU 08/13/12-08/19/12 ---WThF----:30 \$100.00 NM Cops 2-3p See MG 7.4 ---WThF----:30 \$100.00 NM 2-3p 3 KVVU 08/13/12-08/19/12 See MG 7.5 4 KVVU 08/13/12-08/19/12 1-2pm MTuWThF----.30 \$100.00 NM MG for 7.2 08/16 5 KVVU 08/17/12-08/17/12 1-2pm :30 \$100.00 NM MG for 7.3 08/17 2-3p :30 NM \$100.00 KVVU 08/20/12

(* Line Transactions: N = New, E = Edited, D = Deleted)

Rate

\$100.00

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or lo service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 06213595 482953

Contract Dates Product Estimate # 08/15/12 - 08/21/12 D HELLER FOR SENAT

Advertiser Original Date / Revision 06/26/12 / 08/08/12 Dean Heller For Senate

	<u> </u>						
			Spots/				
*Line Ch Start Date End Date Description	Start/End Time	Days Len	igth Week	Rate	TypeS _l	oots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>						
N 9 KVVU 08/15/12 08/17/12 Fox 5 News at 5	5-530p		:30		NM	3	\$825.00
Start Date End Date Weekdays Spots/Week	Rate						
Week: 08/13/12 08/19/12WTF 3	\$275.00				_		
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u>	<u>Length</u>	Rate	<u>Туре</u>		
1 KVVU 08/13/12-08/19/12 Fox 5 News at 5	5-530p	WThF	:30	\$275.00	NM		
See MG 9.4,9.5	F 5200	WThF	:30	407E 00	A/4.4		
3 KVVU 08/13/12-08/19/12 Fox 5 News at 5 See MG 9.4.9.5	5-530p		.30	\$275.00	NM		
4 KVVU 08/16/12-08/17/12 Special Early News	Special Early Nev	wThe	:30	\$275.00	MM		
(i) MG for 9.1,9.3	Opeoial Larry No.	YP4 1111	.00	Q270.00	14141		
5 KVVU 08/16/12-08/17/12 Special Early News	Special Early Nev	wThF	:30	\$275.00	NM		
(f) MG for 9.1,9.3	opoolal Early 110	***	.00	Q2.0.00			
N 10 KVVU 08/20/12 08/21/12 Fox 5 News at 5	5-530p		:30		NM	2	\$550.00
Start Date End Date Weekdays Spots/Week	Rate		.50		14141	2	\$000.00
Week: 08/20/12 08/26/12 MT 2	\$275.00						
N 11 KVVU 08/15/12 08/17/12 Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30		NM	3	\$795.00
Start Date End Date Weekdays Spots/Week	Rate		.00			٠	Ψ. σσ.σσ
Week: 08/13/12	\$265.00						
Spot Ch Date Range Description	Start/End Time	Weekdays	Length .	Rate	Туре		
1 KVVU 08/13/12-08/19/12 Fox 5 News at 5 MF 530-6p	M-F 530-6p	WThF	:30	\$265.00	NM		
See MG 11.4,11.5	•						
2 KVVU 08/13/12-08/19/12 Fox 5 News at 5 MF 530-6p	M-F 530-6p	WThF	:30	\$265.00	NM		
See MG 11.4,11.5							
4 KVVU 08/16/12-08/17/12 Special Early News	Special Early Nev	w:ThF	:30	\$265.00	MM		
MG for 11.1,11.2		_					
_5 KVVU 08/16/12-08/17/12 Special Early News	Special Early Nev	w:ThF	:30	\$265.00	NM		
N 12 KVVU 08/20/12 08/21/12 Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30		NM	2	\$530.00
Start Date End Date Weekdays Spots/Week	Rate				ľ		
Week: 08/20/12 08/26/12 MT 2	\$265.00						
N 13 KVVU 08/15/12 08/17/12 MORE Access	6-7pm		:30		MM	1	\$435.00
Start Date End Date Weekdays Spots/Week	Rate						
Week: 08/13/12 08/19/12WTF 3	\$145.00			5 .			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u>	<u>Length</u>	Rate	<u> Type</u>		
1 KVVU 08/13/12-08/19/12 MORE Access	6-7pm	WThF	:30	\$145.00	NM		
See MG 13.4	6 7000	wrhF	.20	\$14E 00	A/4.4		
2 KVVU 08/13/12-08/19/12 MORE Access	6-7pm	WINF	:30	\$145.00	NM		
See MG 13.4 3 KVVU 08/13/12-08/19/12 MORE Access	6-7pm	WThF	:30	\$145.00	NM		
See MG 13.4	0- <i>1</i> pm	W1111	.00	\$ 170.00	IVIVI		
4 KVVU 08/16/12-08/16/12 Extra/TMZ	M-Sa 8-10p/Su 7-	-1Th	:30	\$435.00	NM		
(ii) MG for 13.3,13.1,13.2	ou o Toprou I		.00	7 100.00			
N 14 KVVU 08/20/12 08/21/12 MORE Access	6-7pm		:30		NM	2	\$290.00
Start Date End Date Weekdays Spots/Week	Rate		.00		LAIAI	2	Ψ 2 30.00
Week: 08/20/12 08/26/12 MT 2	\$145.00						

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	Contract / Revision 482953 /	_	Alt Order 06213595	_	
Contract Dates 08/15/12 - 08/21/12	Product D HELLER FOR S		Estimate #	<u>E</u>	
Advertiser			nal Date / I 26/12 /	Revision 08/08/12	

	0, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,	Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeSp	oots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description 1 KVVU 08/20/12-08/26/12 MORE Access See MG 14.3.14.4	Rate Start/End Time 6-7pm	Weekdays Length Rate MTu :30 \$145.00	<u>Туре</u> <i>NM</i>		
2 KVVU 08/20/12-08/26/12 MORE Access See MG 14.3.14.4	6-7pm	MTu: :30 \$145.00	NM.		
3 KVVU 08/20/12-08/21/12 Fox 5 News at 6pm (ii) MG for 14.2,14.1	M-F 6-630pm	MTu :30 \$145.00	NM		
4 KVVU 08/20/12-08/21/12 Fox 5 News at 6pm (ii) MG for 14.2,14.1	M-F 6-630pm	MTu :30 \$145.00	MM		
N 15 KVVU 08/15/12 08/17/12 Fox 5 News M-F 10p-11p Start Date	10p-11p <u>Rate</u> \$750.00	:30	NM	3	\$2,250.00
N 16 KVVU 08/20/12 08/21/12 Fox 5 News M-F 10p-11p Start Date End Date Weekdays Spots/Week Week: 08/20/12 08/26/12 MT 2	10p-11p <u>Rate</u> \$750.00	:30	MM	2	\$1,500.00
N 17 KVVU 08/16/12 08/16/12 Fox 5 News M-F 11p Start Date End Date Weekdays Spots/Week Week: 08/13/12 08/19/121 1	M-F 11-1135p <u>Rate</u> \$450.00	:30	NM	1	\$450.00
N 18 KVVU 08/18/12 08/18/12 FOX 5 News Sat 10-11p Start Date End Date Weekdays Spots/Week Week: 08/13/12 08/19/121- 1	10-11p Sat <u>Rate</u> \$500.00	:30	MM	1	\$500.00
N 19 KVVU 08/19/12 08/19/12 Fox News Sunday 8-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/13/12 08/19/121 1	8-9a <u>Rate</u> \$150.00	:30	NM	1	\$150.00
N 20 KVVU 08/19/12 08/19/12 Fox 5 News Su 10p-1045p Start Date	Su 10p-1045p <u>Rate</u> \$745.00	:30	MM	1	\$745.00
N 21 KVVU 08/19/12 08/19/12 Sports Plus Su 1045p Start Date End Date Weekdays SpotsWeek Week: 08/13/12 08/19/12 1 1	1045p-11p <u>Rate</u> \$425.00	:30	MM	1	\$425.00
		Totals		40	\$14,690.00

Dean Heller For Senate

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/21/12	40	\$14,690.00	\$12,486.50
Totals	40	\$14.690.00	\$12,486,50

Signature:	Date:	
_		

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REP HEADLINE# 6213595 TRF# 482953 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 CREDIT ADVISORY: AGEN ORDER WORKSHEET AGENCY

CREDIT BISK !!! FAX# 610-225-1191

REPORT FROM REP
CHANGES AUG8/12 13.13
*** KVVU-TV ***

PRDCT ORDER YOK ADV CITY TAX FLIGHT # # 1751 DATES AUG15/12 ļΦ HELLER FOR AGY. ADV. STATE SENATE NAME NAME TAX STRATEGIC MEDIA AUG21/12 WASHINGTON, POLI/D HELLER/R/SEN/NV 3299 K. EST# CONTRACT STREET NW, SUITE ダダール # COMMENTS: DC 6213595 20007 SERVICES CO-OF (FINE, BILLING NEEDED 200 ORDER, INVOICE) CLASS: NATL. SALES BUYER 汉世早.# NAME PRSN PHI NEIL 〇月月.# WILLIAMS LOCAL TERESA 762 DATE DIFURIA SALESMAN REGIONAL AUG8/12 13.13

REF: OK'D M5 SEE LINE 26 TOTAL SAME TO ROSE

PLS CNF THANKS

THIS S Þ CASH

H

ADVANCE SCHEDULE ****

CON CM STA:

DEAN HELLER FOR SENATE

STAT]				: L I NH
PROGRAM: ORD COM1: THIS IS A STATION MAKEGOOD M5 OK'D BU	N 0	PROGRAM :	14	: LINE#:REP
RAM: FOX5 6P COM1: PRG CHG. IS A MAKE-GOOD EGOOD OFFERS: BUY#14 MI	A 600P-630P	AM : MORE	S 600P-700P	: CD:
A O O A A O O A A O O O O O O O O O O O	A O	X DAY	40(TIME PERIOD
P NEWS G. PRE-BOOKED PLS APP OD FOR AUG20 ON LINE- MISSED:M-TU/600P-700P OFFER:M-TU/600P-630P CMT:PRG CHG. PRE-B	3 0		30	: LGTH : S
NEWS PRE-BOOKED PLS APPROVE. PRE-BOOKED PLS APPROVE. FOR AUG20 ON LINE-14 FOR 2 SPOTS/WK SSED:M-TU/600P-700P AUG20(FFER:M-TU/600P-630P CMT:PRG CHG. PRE-BOOKED PLS APPROVE.	\$145.00		\$145.00	SEC : RATE
SPOTS/WK AUG20(2/WK) AUG20(2/WK) APPROVE.	8/20		8/20	: START : DATE
00	8/21		8/21	C : END : DATE
ω ω ο ο ο ο	N		0	
\$145.00 \$145.00				PTS: WEEK
(AUG7/12) PIS ADVISE	M-TU		M-TU	DAYS
Н S D D D D D D D D D D D D D D D D D D	N		0	: HOTL:

REP HEADLINE# 6213595 TRF# 482953 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100
CREDIT ADVISORY: AGENCY CREDIT
ORDER WORKSHEET HARRIS

FAX# 610-225-1191

RISK !!!
REPORT FROM REP
CHANGES *** KVVU-TV ***

AUG/12 : LINE#:REP : 14690.00 :00: HMH PERIOD LGTH S E C RATE START END : SPTS: CONTRACT TOTAL TOTAL WEEK DAYS 14690.00 :TOTL:

MARKET TOTALS \$97,933 **KVVU 15%** KSNV 0 00 00 90 KLAS 36% KTNV 18% KVMY 48 **MOOM** ω CABL о 8

SVC- NSI DEMOS- RA35+*

P-CLASS, PLAN, SECT MOD CODE A-ADD EALL ADE-E Q-PAID PGM C-CANCELLED RHRATE S-SPOTS DE-DELETE PER WEEK 四一円甲甲 THIME DATES L-LENGTH X-LATE Y-DAYS M-MAKEGOOD Z-COMMENTS N-PROGRAM NAME *-MULTIPLE